October 12, 2011

Notice for BRAVIA LCD TV
KLV-40X350A, KLV-40X300A and KLV-40W300A

It has come to our attention through reports in Japan that in rare cases a particular component incorporated in certain models of 40" BRAVIA LCD TVs mostly launched between 2007 and 2008, was damaged and as a result may overheat and at times ignite inside the TV set, possibly melting a part of the cabinet ceiling due to the heat. We have no reports of any resulting damage to other property or any of bodily injury.

Sony is offering a free inspection of the affected products. If you own the affected model, please contact Sony technical support hotline for detailed information regarding the free inspection and repair:
Hong Kong: (852) 2389-3202
Macau: 080-0039

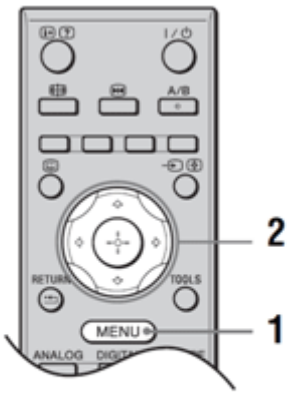
When a request is made, Sony's service representative will promptly visit and check your TV, and will replace the part at no charge if a damaged component is found.

In the meantime, if you have an affected TV and if you notice any abnormality in your TV unit (e.g. unusual noise, unusual smell or smoking), please immediately turn it off, pull out the plug, cease using the TV unit, and contact us. We have confirmed that this symptom does not occur when power is off.

[AFFECTED MODELS]
KLV-40X350A
KLV-40X300A
KLV-40W300A

[HOW TO IDENTIFY THE MODEL NUMBER]

1. From the settings menu's inside the TV:
    - Press on the Menu button on your remote control

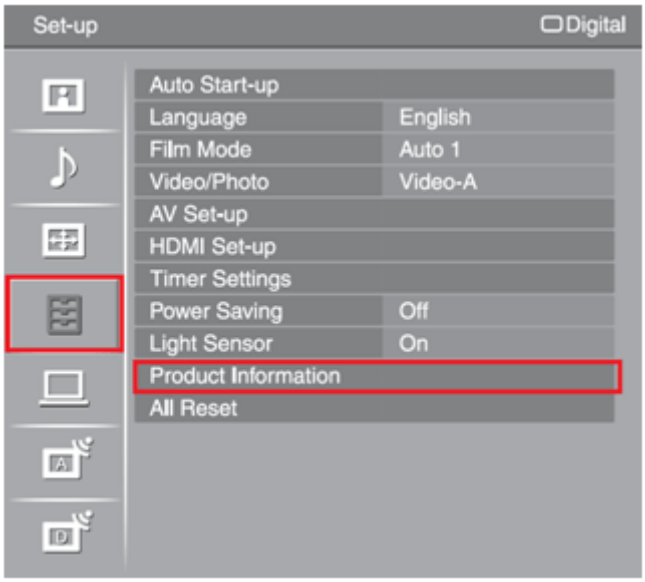


1 Press MENU.

2 Press ⇧/⇩ to select an option, then press ⊕.

To exit the menu, press MENU.

- Navigate to the settings menu
- In the settings menu, please select the setup menu



- Select product information and press ok to identify your model

2. From the label on the back of the TV set:

You can find the model label on the back of your TV set

Sony Corporation of Hong Kong Limited

Privacy policy

Personal information, such as your name, mailing address and/or telephone number, provided to the Sony Contact Centre shall be kept and used by Sony only for responding to your inquiries related to this announcement and other related services.

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http://www.sony.com.hk/portal/privacy/index_e.jsp

Please contact Sony Contact Centre if you wish to inquire, modify, erase or suspend the use of your personal information provided in connection with this announcement. Please be advised that in case of erasing or suspension of use of your personal information, Sony might not be able to provide appropriate services in accordance with the purpose of usage mentioned above.